WHAT IS CLAIMED IS:

1. An information transmission/reception system comprising:

transmission means for generating and sending out a transmission signal containing a pre-set signal;

detailed information furnishing means for furnishing detailed information related to said pre-set signal;

access site information furnishing means for furnishing access site information corresponding to said detailed information furnishing means; and

signal processing means including a detecting section for detecting said pre-set signal from said transmission signal sent out from said transmission means, a first connecting section for connecting to said access site information furnishing means, a first acquisition section for acquiring the access site information corresponding to the pre-set signal detected by said detecting section from the access site information furnishing means connected to said first connecting section, a second connecting section for connecting to said detailed information furnishing means based on the access site information acquired by said first acquisition section, and a second acquisition section for acquiring the detailed information related to the pre-set signal detected by said detecting section from the detailed information furnishing means connected to said second connecting section.

2. The information transmission/reception system according to claim 1 wherein said detecting section detects transmission time as said pre-set signal in said transmission

signal and a frequency or a transmission channel of said transmission signal;

said first connecting section connects to said access site information furnishing means; and wherein

said first acquisition section acquires the access site information associated with the transmission time as said pre-set signal and the frequency or the transmission channel of said transmission signal, which are detected by said detecting section.

3. The information transmission/reception system according to claim 1 wherein said pre-set signal is a commercial message contained in a broadcast signal of image and/or speech signals.

4. The information transmission/reception system according to claim 1 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

5. An information processing apparatus comprising:

a reception section for receiving a transmission signal containing a pre-set signal;

a detection section for detecting said pre-set signal from the transmission signal received by said reception section;

a first connecting section for connecting to access site information furnishing means for furnishing access site information corresponding to detailed information furnishing means for furnishing the detailed information related to said pre-set signal;

a first acquisition section for acquiring the access site information

corresponding to the pre-set signal detected by said detecting section from said access site information furnishing means connected to said first connecting section;

a second connecting section for connecting to said detailed information furnishing means based on the access site information acquired by said first acquisition section; and

a second acquisition section for acquiring the detailed information related to said pre-set signal detected by said detecting section from the detailed information furnishing means connected to said second connecting section.

6. The information processing apparatus according to claim 5 wherein said detection section detects transmission time as said pre-set signal in said transmission signal and a frequency or a transmission channel of said transmission signals;

said first connecting section connects to said access site information furnishing means;

said first acquisition section acquires the access site information asociated with the transmission time of said pre-set signal the frequency or the transmission channel of said transmission signal detected by said detecting section.

7. The information processing apparatus according to claim 5 further comprising:

storage means for storing said pre-set signal detected by said detecting section;

browsing means for browsing a plurality of said pre-set signals stored in said storage means as necessary; and

retrieving means for retrieving a desired signal from said plurality of the pre-set

signals stored in said storage means.

8. The information processing apparatus according to claim 5 wherein said pre-set signal is a commercial message contained in a broadcast signal of image and/or speech signals.

9. The information processing apparatus according to claim 5 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

10. An information processing apparatus comprising:

a database section for registering at least a pre-set signal sent out as a transmission signal, and access site information corresponding to detailed information furnishing means for furnishing detailed information related to said pre-set signal;

a reception section for receiving the transmission signal containing said pre-set signal;

a detection section for extracting said pre-set signal from the transmission signal received by said reception section and for detecting transmission time of said pre-set signal in said transmission signal and a frequency or a transmission channel of said transmission signal; and

database referencing means for referencing said pre-set signal registered in said database section, based on said pre-set signal detected by said detecting section, and for correlating said pre-set signal registered in said database section and the transmission time and the frequency or the transmission channel of said transmission

signal with said access site information.

11. The information processing apparatus according to claim 10 wherein said pre-set signal is a commercial message contained in a broadcast signal of image and/or speech signals.

12. The information processing apparatus according to claim 10 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

13. An information transmission/reception system comprising:

detailed information furnishing means for furnishing detailed information related to a pre-set signal;

transmission means for generating and sending out a transmission signal containing said pre-set signal and access site information corresponding to said detailed information furnishing means; and

signal processing means including a detecting section for detecting said pre-set signal and the access site information corresponding to said pre-set signal from said transmission signal sent out from said transmission means, a connecting section for connecting to said detailed information furnishing means based on said pre-set signal and the access site information detected by said detecting section and an acquisition section for acquiring the detailed information related to said pre-set signal detected by said detecting section from said detailed information furnishing means connected to said connecting section.

14. The information transmission/reception system according to claim 13 wherein said pre-set signal is a commercial message contained in a broadcast signal of image and/or speech signals.

15. The information transmission/reception system according to claim 13 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

16. An information processing apparatus comprising:

a reception section for receiving a transmission signal containing a pre-set signal and access site information corresponding to detailed information furnishing means for furnishing the detailed information related to said pre-set signal;

a detecting section for detecting said pre-set signal and the access site information from the transmission signal received by said reception section;

a connecting section for connecting to said detailed information furnishing means based on said pre-set signal and the access site information detected by said detecting section; and

an acquisition section for acquiring the detailed information related to said pre-set signal detected by said detecting section from the detailed information furnishing means connected to said connecting section.

17. The information processing apparatus according to claim 16 comprising:

storage means for storing said pre-set signal detected by said detecting section;

browsing means for browsing a plurality of said pre-set signals stored in said

storage means as necessary; and

retrieval means for retrieving a desired signal from said plurality of the pre-set signals stored in said storage means.

18. The information processing apparatus according to claim 16 wherein said pre-set signal is a commercial message contained in a broadcast signal of image and/or speech signals.

19. The information processing apparatus according to claim 16 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

20. A method for transmitting/receiving information comprising the steps of:

providing detailed information related to a pre-set signal;

providing access site information corresponding to said detailed information;

generating and sending out a transmission signal containing said pre-set signal;

detecting said pre-set signal from said transmission signal sent out;

acquiring the access site information corresponding to the detailed information related to said pre-set signal based on said detected pre-set signal; and

acquiring the detailed information related to the detected pre-set signal based on the acquired access site information.

21. The method for transmitting/receiving the information according to claim 20 further comprising the steps of:

detecting transmission time of said pre-set signal in said transmission signal and

a frequency or a transmission channel of said transmission signal; and

acquiring said access site information based on the detected transmission time of said pre-set signal and the detected frequency or the transmission channel of said transmission signal.

22. The method for transmitting/receiving the information according to claim 20 wherein said pre-set signal is a commercial message contained in a broadcast signal of image and/or speech signals.

23. The method for transmitting/receiving the information according to claim 20 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

24. An information processing method comprising the steps of:

receiving a transmission signal containing a pre-set signal;

detecting said pre-set signal from the received transmission signal;

connecting to access site information furnishing means for furnishing access site information corresponding to detailed information furnishing means for furnishing detailed information related to said pre-set signal;

acquiring the access site information corresponding to the detected pre-set signal from the connected access site information furnishing means;

connecting to said detailed information furnishing means based on the acquired access site information; and

acquiring the detailed information related to the detected pre-set signal from the

connected access site information furnishing means.

25. The information processing method according to claim 24 further comprising the steps of:

detecting transmission time of said pre-set signal in said transmission signal and a frequency or a transmission channel of said transmission signal;

connecting to said access site information furnishing means; and

acquiring said access site information corresponding to the detected transmission time of said pre-set signal and the detected frequency or transmission channel of said transmission signal.

26. The information processing method according to claim 24 further comprising the steps of:

storing the detected pre-set signals;

browsing a plurality of the stored pre-set signals as necessary; and

retrieving desired signals from the plurality of stored pre-set signals.

27. The information processing method according to claim 24 wherein said pre-set signal is a commercial message contained in a broadcast signal of image and/or speech signals.

28. The information processing method according to claim 24 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

29. An information processing method comprising the steps of:

registering at least a pre-set signal sent out as a transmission signal and access site information corresponding to detailed information furnishing means for furnishing detailed information related to said pre-set signal;

receiving the transmission signal containing said pre-set signal;

extracting said pre-set signal from the received transmission signal and detecting transmission time of said pre-set signal and a frequency or a channel of said transmission signal; and

referencing said registered pre-set signal based on the extracted pre-set signal and correlating the transmission time of said registered pre-set signal and the frequency or channel of said transmission signal with said access site information.

30. The information processing method according to claim 29 wherein said pre-set signal is a commercial message contained in a broadcast signal of image and/or speech signals.

31. The information processing method according to claim 29 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

32. An information transmitting/receiving method comprising the steps of:

providing detailed information related to a pre-set signal;

generating and sending out a transmission signal containing said pre-set signal and access site information corresponding to said detailed information;

detecting said pre-set signal and the access site information corresponding to

said pre-set signal from said sent out transmission signal; and

acquiring the detailed information related to said detected pre-set signal based on said detected pre-set signal and said access site information.

33. The information transmitting/receiving method according to claim 32 wherein said pre-set signal is a commercial message contained in a broadcast signal of image and/or speech signals.

34. The information transmitting/receiving method according to claim 32 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

35. An information processing method comprising the steps of:

receiving a transmission signal containing a pre-set signal and access site information corresponding to detailed information furnishing means for furnishing detailed information related to said pre-set signal;

detecting said pre-set signal and the access site information from said transmission signal received by said receiving section;

connecting to said detailed information furnishing means based on the detected pre-set signal and the detected access site information detected; and

acquiring the detailed information related to the detected pre-set signal from the connected detailed information furnishing means.

36. The information processing method according to claim 35 further comprising the steps of:

storing said detected pre-set signal;

browsing a plurality of said stored pre-set signal as necessary; and

retrieving a desired signal from the plurality of said stored pre-set signals.

37. The information processing method according to claim 35 wherein said pre-set signal is a commercial message contained in a broadcast signal of image and/or speech signals.

38. The information processing method according to claim 35 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.